IN THE HIGH COURT OF JUDICATURE, ANDHRA PRADESH
AT HYDERABAD

(Special Original Jurisdiction)

MONDAY, THE SEVENTH DAY OF MARCH
TWO THOUSAND AND FIVE

PRESENT

THE HON'BLE MR JUSTICE B. SUDERSHAN REDDY

and
THE HON'BLE MR JUSTICE C.V.RAMULU

TAKEN UP WRIT PETITION NO : 21261 of 2004

Between:

Dr. (Mrs.) Rajyalakshmi Pandrangi Kapila, Plot No.52,

Flat No.302, Kalyan Nagar, -3, Hyderabad -18.

..... PETITIONER

AND

1. The Director Prasara Bharathi (Doora Darshan Kendra),

Government of India, New Delhi.
2 The Secretary to Government of India, Information and

Broadcasting Department, New Delhi.
3 The Secretary to the Government of Andhra Pradesh,

Home (Police) Department, Secretariat, Hyderabad.
4 The Secretary to the Government of Andhra Pradesh,

Woman Development & Child Welfare Department,
Secretariat, Hyderabad.
5 Leamak Health Care (P) Limited, Sarkheja Balna,

Highway, Matoda, Ahmedabad, Rep. by its

Managing Director.
6 ITC Limited, 37, J. L. Nehru Road, Kolkata - 700071,
Rep. by its Managing Director.

.....RESPONDENTS

Petition under Article 226 of the Constitution of India praying that in the circumstances stated in the affidavit filed herein the High Court may be pleased to issue an Order, direction, or a Writ, more particularly one in the nature of Writ of Mandamus to call for records and remarks from the Respondents herein relating to relaying an indecent advertisement in several television channels to promote a product, e.g. "Minto Plus" by depicting a man, addicted to chewing "Minto Plus" going to a shop and purchasing "MINTO", and during that process, the on-looking, wife of the shopkeeper, eloping with the purchaser on his bicycle, whose face glows due to chewing the "MINTO" and running of the desperate shopkeeper after them shouting as "Chilaka, you are going," conveying a highly disgraceful message to the young men to chew the "Minto Plus", for attracting married woman, and hinting at having an affair with a woman and married woman and eloping and to pass appropriate orders directing the concerned authorities to take appropriate measures in discouraging and with drawing such disgusting, vulgar and immoral advertisements, in the interest of common public.

For the Petitioner: Taken up Writ Petition

For Respondent Nos.1 and 2: MR. A. Rajashekar Reddy (SC FOR CG)

For Respondent Nos. 3: Government Pleader for Home.

For Respondent No. 5: G. Rama Subba Rao.

For Respondent No. 6: Mr. Habubullah Badshah, senior counsel for Mr. C.R. Sridharan, Advocate.

The Court made the following:

ORDER: (per Sri B. Sudershan Reddy, J)

Mr. Habibullah Badshah, learned senior counsel appearing on behalf of Mr. C.R. Sridharan, learned Standing Counsel for respondent No. 6 states that he had already advised respondent No. 6 to withdraw the very impugned advertisement.

The statement made by the learned senior counsel is made part of the record. In the light of the statement made by the learned senior counsel, no further directions as such are required to be issued. The Writ Petition is accordingly closed.

(B. Sudershan Reddy, J)

07-03-2005

(C.V. Ramulu, J)

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To

1. The Director Prasara Bharathi (Doora Darshan Kendra),

Government of India, New Delhi.

2 The Secretary to Government of India, Information and

Broadcasting Department, New Delhi.

3 The Secretary to the Government of Andhra Pradesh,

Home (Police) Department, Secretariat, Hyderabad.

4 The Secretary to the Government of Andhra Pradesh,

Woman Development & Child Welfare Department,
Secretariat, Hyderabad.

5 Managing Direcot, Leamak Health Care (P) Limited,

Sarkheja Balna, Highway, Matoda, Ahmedabad.

6 Managing Director, ITC Limited, 37, J. L. Nehru Road,

Kolkata - 700071.

7. Two CCs to the Government Pleader for Home, High Court of Andhra Pradesh, Hyderabad (OUT).

8. Two CD copies.